

## An entertainment space designed to inspire a genuine sense of "Wow!" Advanced environmental awareness through extraordinary visual experiences



Expo 2025 Osaka, Kansai, Japan  
Germany Pavilion  
"Wa! Germany"

Date of installation: April, 2025  
Location: Osaka Prefecture

**A distinctive environment created through lifelike visuals that combined impressive scale with refined detail.  
An immersive entertainment world where excitement and emotional impact converged.**

### Point

- A total of 30 high-brightness projectors enabled visual production that fully enveloped the entire space.
- Stable, high-contrast, and vivid projection was consistently maintained even in brightly lit indoor environments.
- High-resolution, fluid imagery enhanced the overall quality and satisfaction of the immersive entertainment experiences.
- Superior energy efficiency supported the pavilion's vision in a more sustainable and environmentally responsible way.

### Background of System Installation

#### Operated as a globally recognized circular pavilion

The Germany Pavilion at Expo 2025 Osaka, Kansai, Japan was developed around the main theme of "Circular Economy," within the subtheme "Connecting Lives." The title "Wa! Germany" embodied three meanings: circularity (環, wa), harmony (和, wa), and an expression of wonder and excitement ("Wow!"). After the Expo, more than 90% of the construction materials, including timber, will be reused, while rented plants will be returned to horticultural suppliers. By incorporating environmentally conscious systems such as absorption chillers ("natural chillers") for air conditioning, the pavilion itself stood as a model of circular and sustainable architecture.

### Solutions

#### An exhibition that immersed visitors in the concept of circularity through high-definition imagery

Based on the fundamental concept of circularity, the Germany Pavilion presented the theme of co-creating a circular society. The circular form representing circularity, the core of the exhibition concept, was integrated throughout the pavilion—from its architectural design and visitor experience to its visual design, technologies, and future vision exhibits. To convey a compelling vision of a better future through the circular economy, and to powerfully communicate an urgent message for a sustainable society, high-definition projectors delivering 4K visual quality were employed. These projectors enabled fast, seamless projection mapping that enveloped the entire space.

#### Expo 2025 Osaka, Kansai, Japan: Record-breaking global participation

Held from April to October 2025, Expo 2025 Osaka, Kansai, Japan brought together 158 countries and regions, as well as seven international organizations. According to the Japan Association for the 2025 World Exposition, total general attendance during the expo period reached 25,578,986 (as of October 14, 2025). At the Germany Pavilion, architecture, landscape, and exhibitions were seamlessly integrated, offering visitors an experiential journey toward a future shaped by circularity.

Location: 1-chome Yumeshima-higashi, Konohana-ku, Osaka  
URL <https://www.expo2025.or.jp/official-participant/germany/>



▲ The pavilion is composed of two buildings—the themed exhibition area and the restaurant—forming an ensemble. Seven circular timber structures are arranged with cylindrical units connected to each circle.

# Projector



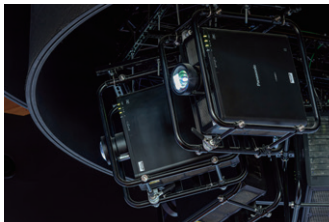
▲ High-definition 4K imagery accentuated the visuals of the immersive experience room "Circular Living."



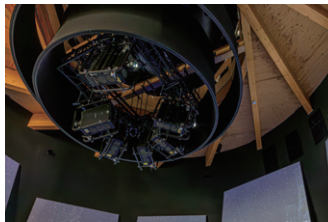
▲ "Circular Me," a space where visitors reflected on actions they could take in their daily lives to help build a sustainable society.



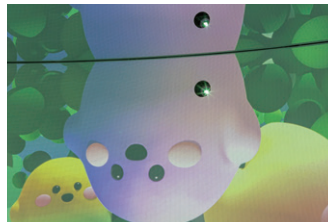
▲ "Circular Economy" presented projects aimed at creating a more sustainable future through vivid visual storytelling.



▲ A compact design enabled smooth workflows regardless of installation location.



▲ Compatibility with a wide lineup of lenses—from ultra-short throw to long throw—enabled a wide variety of spatial presentations.



▲ "Circular-chan," the Germany Pavilion's popular mascot, rendered in vibrant color.



▲ Night view of the pavilion, constructed from wooden prefabricated structures and rented steel, including materials used here for the first time.

## Delivered Devices

1-Chip DLP™ Laser Projectors  
**PT-REQ12JLB × 24 units**



## Effects Achieved by System Installation

### Maximization of the value of the visitor experience through state-of-the-art next-generation projectors

The immersive "Circular Living" experience room was equipped with the next-generation 1-chip DLP™ projector, the PT-REQ12. In this space, visitors chose two (out of ten) megatrends that they believed were most important for creating and shaping their future. Based on the resulting rankings, AI-generated imagery was projected onto large vertical screens using seven PT-REQ12 projectors. The entire floor space was used to visualize what future cities might look like. The "Circular Economy" room showcased 33 products across six industrial sectors that were already on the German market or close to commercialization. The exhibition

highlighted how German companies are actively working to create a more sustainable future. Visitors could search for circular products and similar items on the screen, explore each project in depth, and gain detailed insight into initiatives already being put into practice by German companies. In the room known as "Circular Me," visitors sat on a large circular sofa that slowly rotated along with the floor, while viewing projected imagery on surrounding screens. Through this visual experience, the space encouraged visitors to reflect on how the principles of the circular economy could be applied in everyday life. While relaxing on the large sofa

and enjoying the visuals, visitors were invited to consider what actions they could take in their own daily lives to help create a more sustainable society. The same PT-REQ12 projector model was also deployed in both the "Circular Economy" and "Circular Me" rooms. Rich visual performance—including 4K resolution—stimulated audience curiosity and delivered a captivating sense of immersion into the visual experience. In addition, the integration of a newly developed image scene analysis circuit with dynamic contrast technology, allowing precise control of the light source, dramatically enhanced on-screen contrast and tonal depth.



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